# Wisconsin Architect

LANDSCAPE ARCHITECTURE ● APRIL 1983

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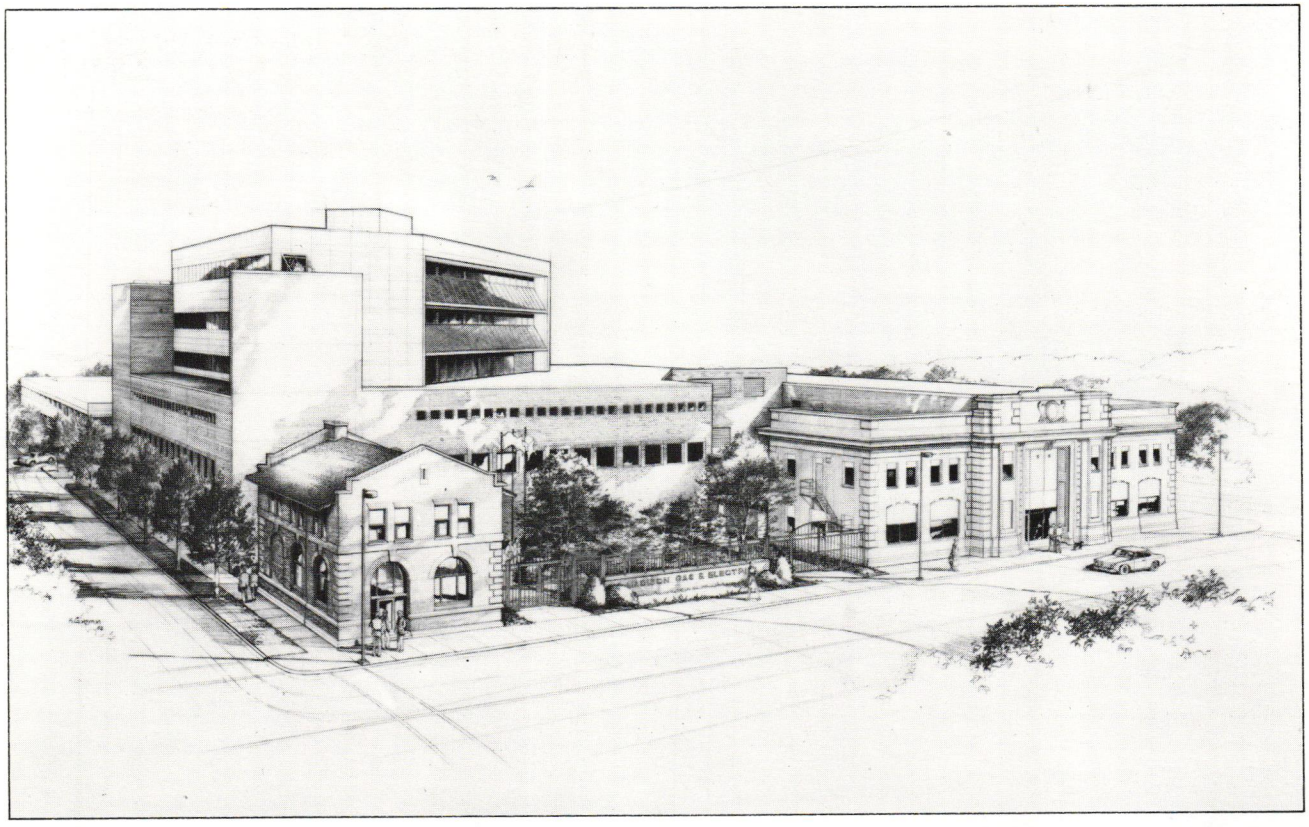

Architect: Potter, Lawson & Pawlowsky / Electrical Design: Goulet & Rigby and Associates / Mechanical Design: Arnold and O'Sheridan

Honeywell extends congratulations to Madison Gas and Electric on the dedication of its handsome new General Office facilities. We're proud to be a part of the building team that's keeping the entire complex comfortable, secure, firesafe and energy efficient.

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April 1983

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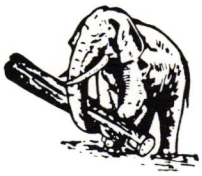
The cover illustration shows a new trolley system proposed to parallel the waterfront along the Root River in Racine, Wisconsin. A master plan for the redevelopment of this corridor and the eleven mile Lake Michigan waterfront in Racine was prepared by The Sanborn Group, Landscape Architects and Planners, of Madison, Wisconsin. Illustration by Robert Riley.



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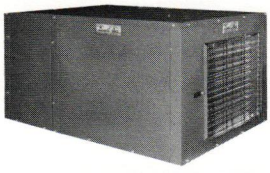

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# Fast Track To Destruction?

With 114 people dead, 215 persons injured, and 3 billion dollars in lawsuits pending, the debate and finger pointing regarding the collapse of two skywalks spanning the lobby of the Kansas City Hyatt Regency Hotel continues.

Court records recently released provide some interesting food for thought. These records suggest that the skywalk fell as a result of design change made in a telephone call between the structural engineering company and the steel fabricator. It has been alleged that stress calculations would have shown that the redesigned skywalk was barely able to support its own weight. The court records indicate that the two engineers involved in the telephone redesign apparently assumed that it was the other's responsibility to make the new calculations . . . and neither did.

Without reciting all of the details and allegations associated with the project, there are many construction industry expertsd who have concluded that this failure dramatizes a need for tighter design-review procedures on major projects. Apparently this Hyatt Regency was erected utilizing a fast track method. It has been indicated that this kind of construction method involves numerous design changes in which clear communications are extremely necessary. With a 40 million dollar construction loan outstanding and building costs rising, it is understandable that any owner would want the building up and open as soon as possible.

What does all of this mean to the achitect?

Perhaps the moral is that where there is a deviation from the established methods of providing a professional service that the expectation of trouble arises.

One of the contractors on the Kansas City Hyatt project has testified that he felt "it was probably one of the worst organized projects". He felt that "the flow of information to him wasn't an organized process . . . there wasn't a set of drawings that everyone was working from consistently".

It would be naive and absurd to attempt to pass judgment over what happened in Kansas City, without spending years in investigating the entire matter.

However, perhaps the tragedy of Kansas City gives reason to reflect on in-house procedures for delivery of services. Do patients tell the brain surgeon how to operate? Do you tell your accountant how to prepare your tax return or financial statement? Do owners tell architects how a building project should proceed? Maybe this isn't a fair analogy.

Clearly, innovative delivery methods and office practices require extreme scrutiny in terms of potential errors, breakdowns in communications, etc. Not so clear is a conclusion on whether the architectural profession can best serve the owner and public's health and safety when it yields to pressures toward delivery systems which are not their established method of serving the public.

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# Wisconsin Waterfronts

The character of Wisconsin waterfronts is often unmistakable in their appeal. The Sheboygan River corridor (above) with its historic fishing shanty village offers an exciting framework for new development.

## A Development Frontier

by The Sanborn Group, Inc.

The Sanborn Group, Inc., are Landscape Architects and Planners from Madison, Wisconsin, specializing in design of outdoor spaces for people's use, enjoyment and recreation.

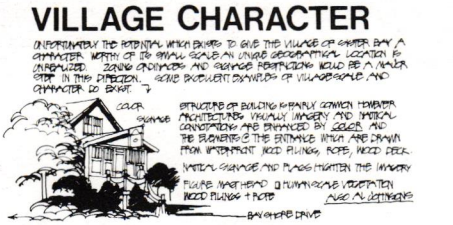
The State of Wisconsin possesses several thousand miles of water frontage with its Great Lakes and Mississippi River borders and its major inland rivers and lakes. Urban waterfronts make up a large portion of these shorelines and represent a tremendous development resource.

Historically, from as early as the 19th century, waterways served as the backbone of commerce and industry throughout Wisconsin. Communities grew up along the shores to take advantage of the available water power and the open transportation corridors that they afforded.

With the changes in transportation methods and improvements in technology and energy systems, the economic dependencies of these communities on their adjacent shorelines changed. Once the center of urban life, these waterfronts became largely neglected. Vacant land, deteriorating buildings, unsightly industrial developments and polluted waters characterized the scene as the cities turned their backs on their waterfronts.

**The Case:** Today, communities are taking another look at their shorelines and finding a wealth of opportunity in the prospect of re-

## VILLAGE CHARACTER



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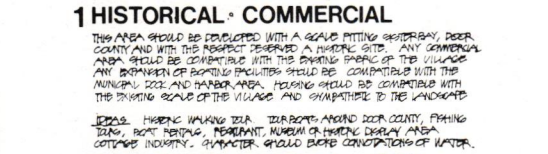

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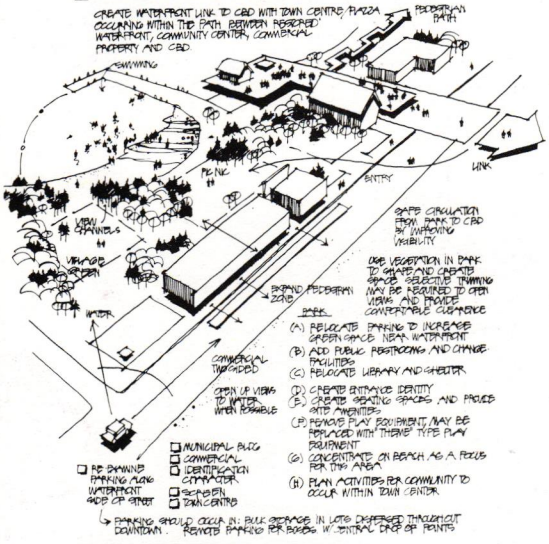
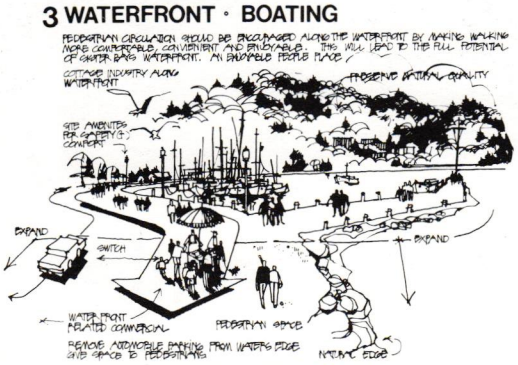
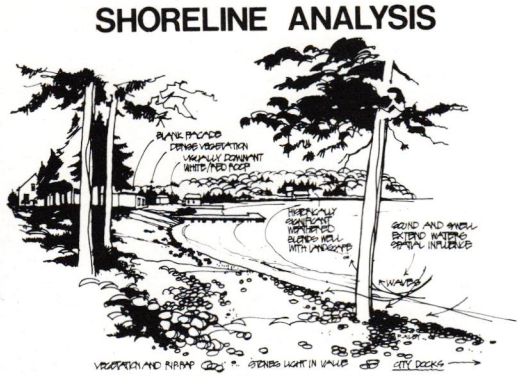


### 3 WATERFRONT · BOATING



## SHORELINE ANALYSIS



## VIEWS AND ACCESSIBILITY

The inventory and analysis phase of the Master Planning process distills the essential elements from the waterfront scene and defines the design parameters for future revitalization efforts. In Sister Bay, Wisconsin, an illustrated inventory and analysis (left) focuses on the small waterfront character and the Village's historic dependence on the lake for its livelihood.

development. They recognize that their neglected waterfronts represent large areas of lost revenue and economic base in the central city that can be recovered through revitalization.

They also recognize that their waterfronts are potentially strong organizational backbones that can shape the future growth of their communities. Typically, these areas are still closely interrelated with main retail centers and surrounding residential neighborhoods, not only through physical proximity but also with transportation and utility systems that originate at the shoreline and radiate inland.

Finally, communities see that their waterfronts represent the opportunity to create an environment where multi-use developments of housing, commercial, recreation and tourism can all thrive and a unique community identity can be achieved.

**Problems and Potentials:** The refitting of Wisconsin shorelines to a new economy and new uses is not without its problems. Shorelines are often fractionalized into a multitude of ownerships and land uses. As the oldest parts of the community, they are often poorly documented as to existing subsurface conditions. The fill materials in these areas are sometimes questionable and the utility systems and surface structures may have outlived their usefulness. There also exists a multitude of regulatory jurisdictions administered by the Wisconsin Department of Natural Resources and the Army Corps of Engineers which impact the development process.

On the positive side, developable parcels can be readily assembled since the land is frequently in disuse and the facilities are in disrepair. These parcels typically adjoin existing retail areas and have established utility and transportation connections which will facilitate new development. Frequently, there is rich inventory of existing buildings and physical features to provide a structural framework for planning and, in many cases, these same buildings and features also display historical significance providing a thematic framework. Finally, waterfronts seem to always possess an unmistakable magic and attraction that make them special places in which to gather. This ambience can contribute significantly toward the success of new developments.

**Funding:** Perhaps the largest single issue in developing waterfronts is the acquisition of funding. While the private developer is often the mainstay of waterfront development, there are many opportunities to forge working agreements between the private sector and local government to take advantage of state and federal funding sources. Available state programs include the Wisconsin Coastal/Management Program and the formulation of Tax Incremental Finance Districts. Federal financing sources include HUD's Community Block Grant programs, the Heritage Conservation and Recreation Service, and the National Endowment for the Arts to name a few. A complete list of all the federal funding resources for waterfront development can be found in a publication entitled, "Reviving the Urban Waterfront", available through the Institute for Environmental Action, New York, New York.

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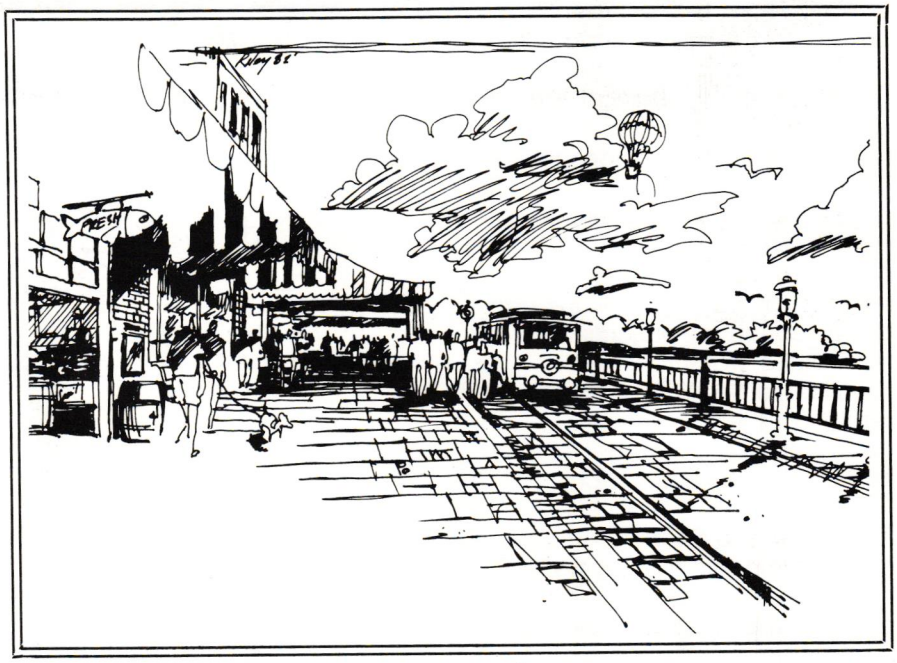
■ Sturgeon Bay: The Sturgeon Bay waterfront, a captivating blend of harbor, travel corridor and established ship building center, is underdeveloped for public access. The Sanborn Group prepared a community open space plan that provides multiple utilization of the waterfront for park and recreation, commercial expansion and downtown linkage, marina services and a hotel, convention and tourist center.

■ Sheboygan: The Sheboygan Riverfront Revival plan focuses on the redevelopment of an historic commercial lake fishing center along the Sheboygan River at its outfall into Lake Michigan. The plan includes a newly developed commercial zone comprised of rehabilitated fish shanties, a steeply sloping ten acre waterfront park and a connecting riverwalk system and marina. In addition, vacant lands adjoining the redevelopment area have been slated for a future motel-restaurant complex and riverfront housing.

■ Sister Bay: The historic lumbering and fishing village of Sister Bay on the Door County Peninsula occupies a scenic bluff setting on Lake Michigan. Faced with intense tourist pressure all year round, the Village has recently approved a waterfront management plan for the long term preservation and development of its waterfront. The objective is to preserve a strong historic and environmental character, provide increased visual access and improve the public recreational access. Improvements to the existing boat launch, breakwater, marina and waterfront park as well as proposals for a waterfront walkway, residential and commercial expansion, and historic rehabilitation detail the plan.



**The character sketch is a valuable graphic for illustrating design concepts from eye level at selected viewpoints within the development area. The two sketches above are part of a series of the illustrations developed to describe master plan proposals along the eleven mile Racine Waterfront corridor.**

**The Future:** The future of Wisconsin's waterfronts begins with communities and citizens who recognize their historical, recreational and economic development potentials. The role of the planning and design professions will be to spearhead sound and creative master planning and to guide public and private interests toward new economic and social vitality. The task is difficult, involving many disparate interest groups, complex physical problems and substantial investment. The rewards, however, are substantial.

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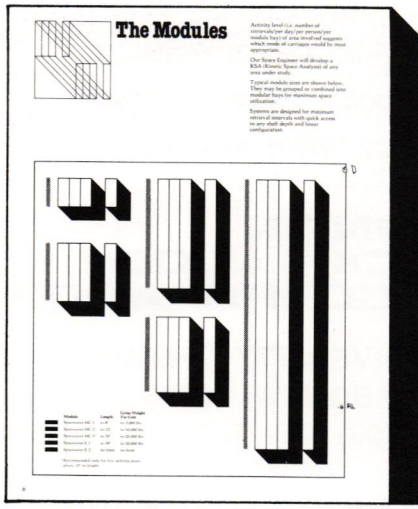


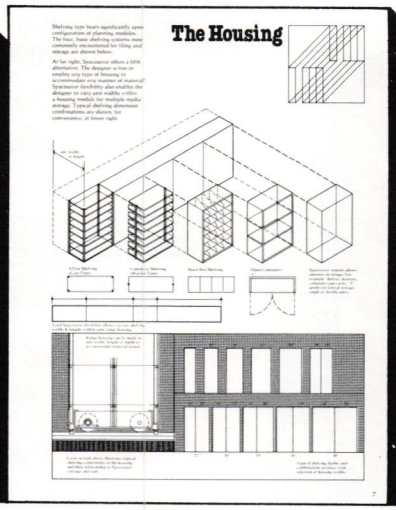


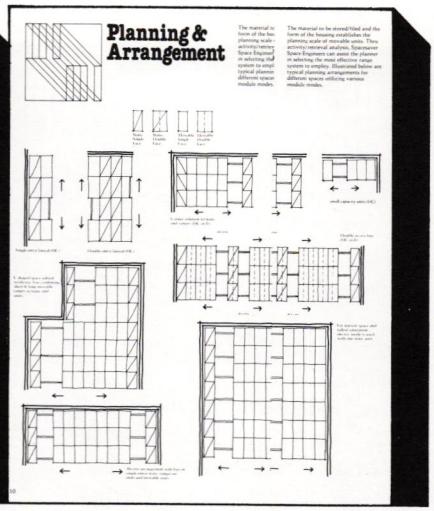


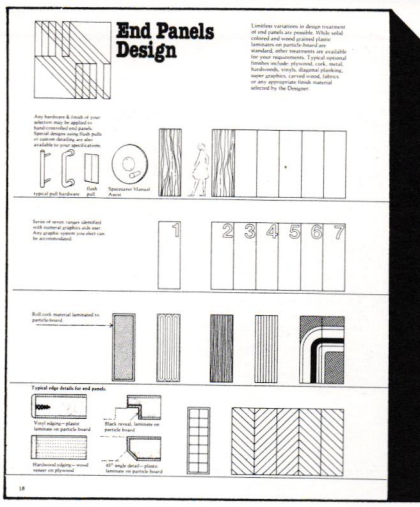


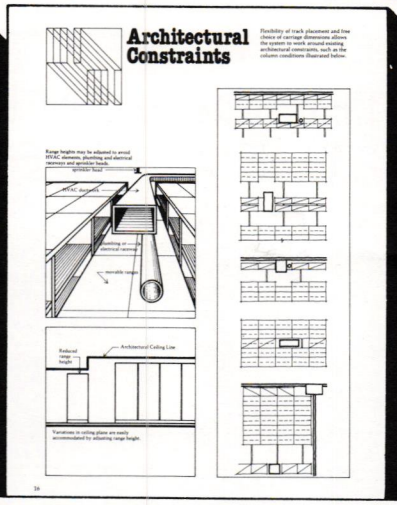


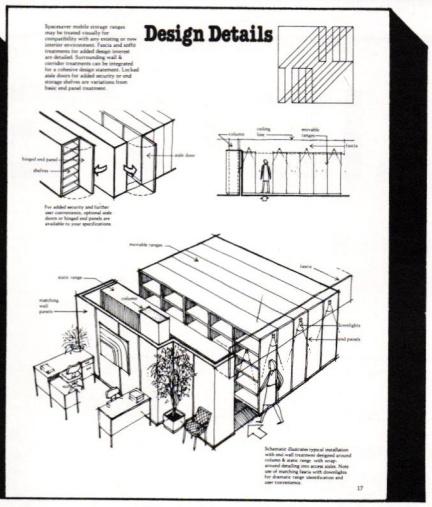


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Set back from the exterior walls of the first three floors, the three level office tower, which has been engineered to support vertical expansion, appears to be a different building, sitting on the roof below. Eighty solar collectors and continuous dark bands of window opening give the tower a technical appearance that fits in well with electricity plant transformers and heavy cable nylons. GOF tends to look away from congestion on the lower levels, then takes advantage of height to look over the rooftops at the Lake or the generating station itself from continuous horizontal glazing.

A quarry tile path leads from the entry through the customer area, bordered by taupe color tiles. Four bull nosed, glass block conference rooms are illuminated by natural light from a ribbon of windows that passes beneath the solar panels at the fourth floor. The tall lightwell climbs to a barreled ceiling supported on walls camfered to the south in a building otherwise sited on a bias to north/south. Walkways span the lightwell, joining areas on the second and third floors. According to the architects, the abundance of natural light available at ground level reduces the need for exterior penetrations, thereby increasing security and cutting down on perimter heat loss.

The second floor will house records, electrical engineering and training facilities. A computer center will be operating on third. The computer itself will be installed in a room with a floor raised eighteen inches to accommodate cooling and electrical lines.

High efficiency ballasts are used in three level lighting fixtures throughout the building, providing illumination according to available natural light and occupancy demands. Heat from the lights, machines and bodies is moved through an above ceiling plenum where it is used for domestic hot water pre-heat year round. The metal decking beneath the concrete floors forms a conduit system eliminating the need for phone or electrical piping and greatly simplifying the wiring task.

The lightwell contributes only modest passive solar gain, but 1,440 square feet of Suncell 601 flatplate collectors, a hot air type developed and marketed by Research Products of Madison, contribute 12% of the annual heating load. Upon demand, during hours of available solar radiation, the heat inside the collectors can be exchanged to water and transferred to an 80,000 gallon ice water tank, straddled by an ice maker heat pump. The device exploits great amounts of energy available when water changes state and becomes ice. The process provides heating. When the heat pump melts ice into water, it is a cooling cycle.

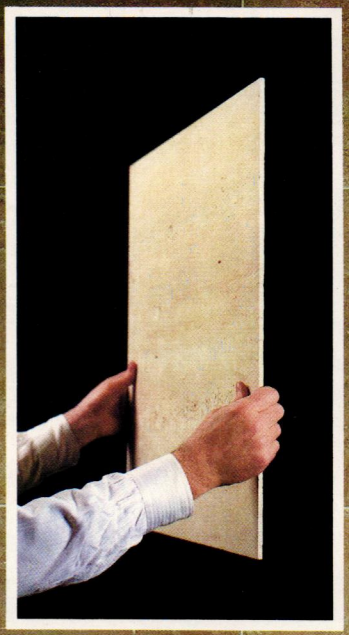
Because the older SOC is in the new building system, because its heat loss of 182,700 BTU/SF/YR exceeded State energy standards calling for losses of 55,000 BTU/SF/YR, GOF was designed to a loss of 32,500 BTU/SF/YR. Conservative energy designing and significant internal heat gains explain why the MG&E building requires more cooling than heating.

The third floor provides space for a lounge and vending machines, a data processing and office services department. An open office plan prevails on the fourth and fifth floors along the outside walls. More private office areas are formed into cores of demountable partitions. General circulation reflects the turned south wall. Interior passages and offices join at angles that spirit movement, unlocking easily stagnant office arrays.

Color rims the exterior wall above the windows, a broad band of blue, for instance, the glare of incoming light. With a plan opened to the outer walls and windows, natural daylight will be available to a great number of building employees. The floors are carpeted with squares of grey pile. They homogonize to resemble single sheets of carpet, but accommodate heavy use and remodeling because the foam backed tiles glued to the floor are only eighteen inches square.

Oak millwork on five floors takes a medium stain making the grain brown. In the freight office the oak is stained darker, nuttier, the grain the blacker. Sixth floor contains MG&E executive offices. The woodwork there is wide, tracing rooms and corridors, then suddenly assembling into a bookcase or cabinet, closets and screens. The stain is quite dark in the reception and hallway, somewhat lighter in the officer and the boardroom. MG&E executives have worked with the Potter, Lawson & Pawlowsky designers to select specific office decor. Camel and brown contrast with the dark oakwork to provide a relatively neutral backdrop for individual office color patterns. The dominating colors selected have been reproduced in a fabric covering the reception area furniture.

The boardroom is not awfully large. There is a small deck outside on the back of the tower overlooking a



Introducing

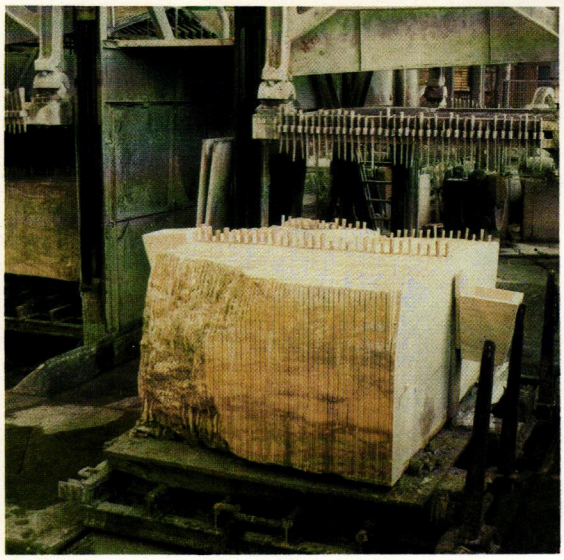
# GL Marble

Natural Marble Only ¼" Thick In Large Sizes

## MARBLE TECHNICS LTD.

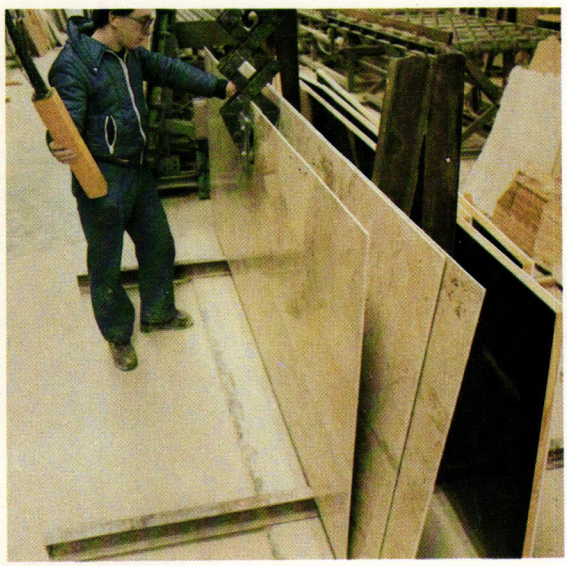
# GL Marble

## FIBERMAR GLASS

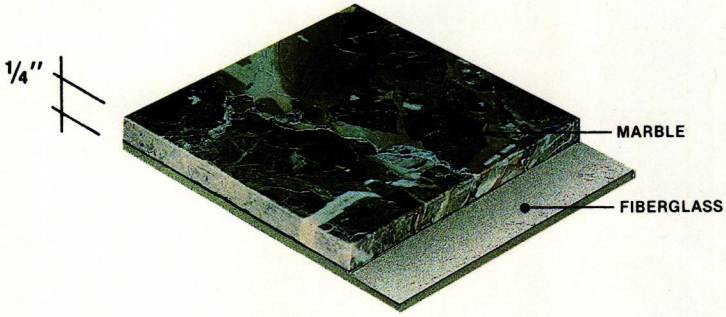


**Quarried Blocks** • Diamond blade gang saws slice the natural marble blocks into thin sheets only ¼" thick utilizing the patented T-Process® which holds the thin fragile marble together until reinforced.

**Glass Fiber Reinforcing** • Applying modern automated technology to an ancient building material, the large ¼" thin sheets of fragile marble are reinforced with an epoxy and glass fiber coating.



**Polished and Trimmed** • The large reinforced sheets of marble are then polished, trimmed, and cut into standard sizes. The edges are cushioned with a polished bevel and two edges of each tile are polished.




**What is GL Marble?**

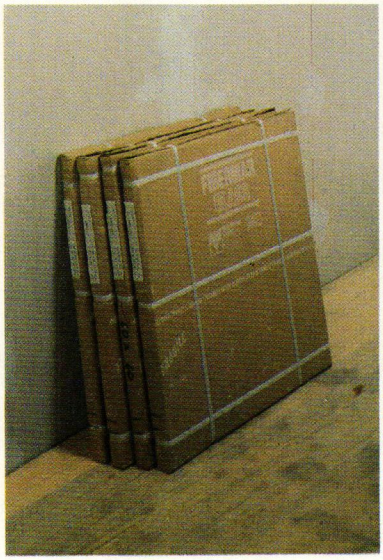
GL Marble is natural quarried marble sliced into thin sheets only ¼" thick, reinforced with a coating of epoxy and glass fibers, and cut into standard sizes 1x2, 2x2, and 2x4. Fabricated in Italy and known in Europe under the trade name FIBERMAR GLASS, GL Marble is the result of a dramatic technological breakthrough in the marble industry by its manufacturer Tecnomarmi Maiera S.p.A. This newly developed technology permits the reinforcing to be applied during the fabrication process thus strengthening the thin sheet of marble which would otherwise be too fragile to handle.

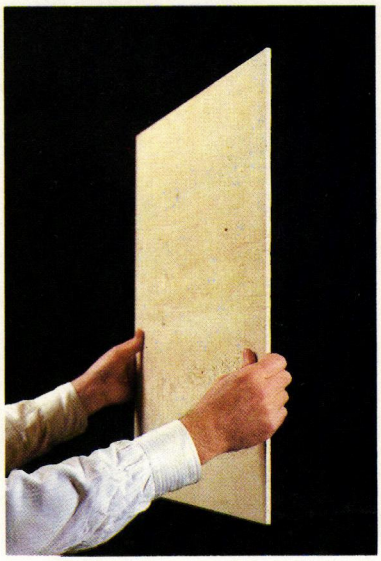
**Advantages**

Because it is lightweight (only 3.7 psf) and strong, GL Marble offers many advantages among which are: the beauty and broad patterns of natural marble in the larger sizes but without the bulk and weight of traditional slab marble; a wide variety of colors conveniently available from stock; easier and less costly installation over both new and existing surfaces; easier to specify by the designer for many projects which, for reasons of cost or construction, could not consider traditional marble.

**Installation**

GL Marble can be installed with thin set adhesives over virtually any surface that is sound and level including gypsum wallboard, plywood, plaster, Wonder-Board, and concrete. The materials and methods are similar to those used for ceramic tile. Complete instructions and specifications are available.





**Standard Sizes** • Packaged for protection and convenience during storage and shipment, this 2000 year old building material becomes a product for today's construction industry - stocked at distributor's warehouse and arriving at the jobsite ready for easy and economical installation.

# General Information On GL Marble

**The Nature Of Marble:** There are literally hundreds of different marbles throughout the world each having its own characteristics, its own variations in color, veinings, strength, mineral composition, and soundness. Some marbles are very uniform, dense and sound, without faults. Others are filled with geological flaws and hairline cracks barely visible which get filled with wax during the polishing and finishing process. These invisible cracks remain a point of weakness, a natural fault, in the marble making it more difficult to work with. Ironically, many of the most beautiful of marbles, those most prized for their color and markings, are also the most unsound, the most flawed.

**The Nature Of GL Marble:** During the manufacture of GL Marble the epoxy resins used in the reinforcing process flow into the natural hairline cracks and crevices of the marble sealing them with a bond stronger than the marble itself. This strengthens the thin ¼" sheet of marble which would otherwise be too fragile to handle. The reinforcing process thus makes the unsound marbles as strong as the sound ones. The visible fault lines sealed with epoxy are therefore not a defect but rather a repair of nature by technology - an integral characteristic of GL Marble.

**The Strength Of GL Marble:** The basic theory behind the concept of GL Marble is that it is as strong as it needs to be in order to get it into its final setting bed. Once solidly bonded in a high-strength mortar-adhesive, the thin GL Marble becomes an integral part of the substructure and acts with it as one continuous laminated material. It is as strong as the sub-structure is and will give ample resistance to all normal stresses.

**Blending and Matching:** All marbles have variations in color, shading, and veining - some more than others. The designer and installer should familiarize themselves with the characteristics of this natural material and examine the marble before installing so that some judgement can be exercised in the mixing and blending of tiles. It is not possible to match veinings and this should not be attempted. Some marbles have a definite directional veining and others are non-directional. Generally speaking, it is preferable to run the veining all in the same direction.

**Cost:** The installed cost of GL Marble will vary with the type of marble, the size, and the installation conditions. The cost of GL Marble installation is generally somewhat lower than a comparable traditional marble job in heavy slabs cut to size. The cost saving can be substantial when considering structural implications of space and support of the heavier and thicker traditional marble slabs. More specific information regarding costs of materials and installation can be obtained by contacting Marble Technics.

**Availability:** GL Marble is available from stock in a wide variety of colors through a network of distributors throughout the USA. Contact Marble Technics for the name of your nearest distributor.

**Marbles Available:** The following types of marble are available from distributors inventory:

- GL11 White Carrara
- GL17 Beige Perlato
- GL18 Green Aosta
- GL20 Roman Travertine - Filled and Polished
- GL20UH Roman Travertine - Unfilled and Honed
- GL21 Black Marquinia
- GL23 Black St. Laurent
- GL25 Brown Tourmalion
- GL33 Red Alicante
- GL41 St. Peter Travertine
- GL53 Breccia Aurora
- GL80 Sicilian Onyx - Light
- GL81 Sicilian Onyx - Dark

Other marbles are available on special order. Contact Marble Technics for information.

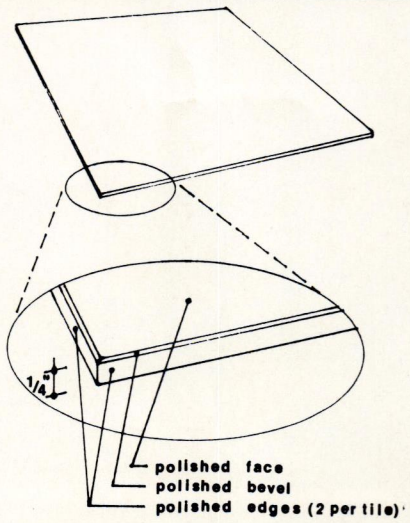
## DIMENSIONAL CHARACTERISTICS

| | | 1x1 | 1x2 | 2x2 | 2x4 |
|---|---|---|---|---|---|
| NOMINAL SIZE | ft. | 1x1 | 1x2 | 2x2 | 2x4 |
| ACTUAL DIMENSIONS | cm. | 30x30 | 30x60 | 60x60 | 60x120 |
| ACTUAL DIMENSIONS | in. | 11 13/16 x 11 13/16 | 11 13/16 x 23 5/8 | 23 5/8 x 23 5/8 | 23 5/8 x 47 1/4 |
| WEIGHT PER PIECE | lbs. | 3.7 | 7.5 | 15.0 | 30.0 |

DIMENSIONAL TOLERANCE ±1/32"
THICKNESS VARIATION ±1/32" (TOTAL 1/16")

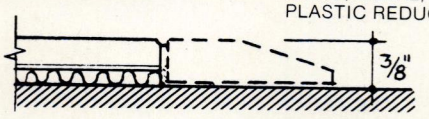
## EDGES

GL MARBLE TILE IN THE STANDARD SIZES 1x1, 1x2, AND 2x2 COME WITH TWO ADJACENT EDGES POLISHED. THIS ALLOWS THE USE OF THESE TILES AS SELF-TRIMMING UNITS FOR PLATFORM EDGES, CORNERS, QUIRK MITERS, ETC.



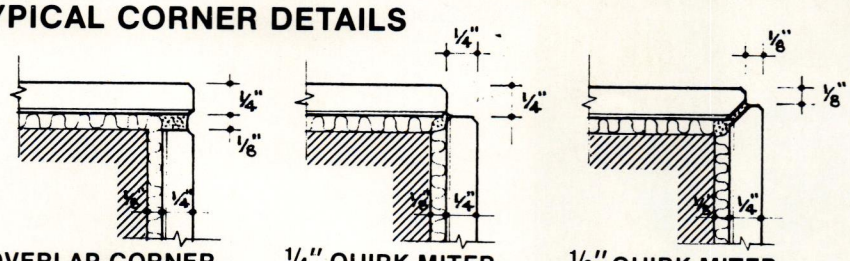

**EDGE PROTECTION**

WOOD, METAL, OR PLASTIC REDUCER




**ALWAYS PROTECT EXPOSED EDGES**

## TYPICAL CORNER DETAILS




**OVERLAP CORNER** **1/4" QUIRK MITER** **1/8" QUIRK MITER**

## SHORT FORM SPECIFICATIONS

**Scope:** Furnish all labor materials, and equipment necessary to complete the installation of GL Marble (Fibermar Glass) as required by drawings and specifications. All joints shall be grouted and left clean after grouting.

**Materials:** Marble shall be GL Marble (FIBERMAR GLASS) as manufactured by Tecnomarmi Maiera S.p.A. and distributed by Marble Technics Ltd., 150 East 58 Street, New York, N.Y. 10155. Type of marble shall be ..... (insert stock number and name). The thickness shall be ¼" and the size or dimensions as indicated (nominal or actual size). The setting materials shall be dry-set, latex, or epoxy modified portland cement mortar adhesives. Organic (mastic) adhesives (non-staining) may be used for wall installation only—not floors. Grouting shall be a commercial latex portland cement non-sanded grout of a color as selected by designer.

**Installation:** GL Marble shall be installed in a continuous troweled-on bed of adhesive. Handling and installation shall conform to instructions in Marble Technics Ltd. Bulletins 101 and 102 and in the "Handbook For Ceramic Tile Installation" by the Tile Council Of America. The adhesive manufacturer's instructions shall be followed.

**Workmanship:** GL Marble shall be installed with the same standards followed in good quality marble and ceramic tile work. The installer shall examine all marble prior to installation and shall exercise reasonable judgement in the arrangement and blending of the marble pieces with regard to veining and shading in order to provide a pleasing effect. Care should be taken during the work to remove all moisture containing grit, lime, or cement from the surface of the marble. The finish marble surface shall be protected from damage during the construction period.



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# GL Marble

## GL33 Red Alicante 1x2 and 2x4

This showroom reception area for Intertile Distributors Inc., San Jose, Calif., makes a beautiful and impressive demonstration of the possibilities of GL Marble. The 1x2 tile on the floor are set with ¼" wide gray grout joints. The thin marble veneer facing of the receptionist console was cut from 2x4 sheets of GL Marble and adhered with mastic to the plywood frame.


MARBLE TECHNICS LTD
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(212) 750-9189


Distributed by:

three level employee parking ramp that completes the facilities complex. The view from the boardroom features MG&E's coal, gas and paper burning plant, its tall stacks framed in the window glass. An oak presentation island takes the attention away from the windows, stepping out from across the room. A border of oak flooring in a herringbone design rims the carpet colored champagne.

The stairs descend through triangular wells. At the top, a skylight lets in natural light that can still be noticed dimly six flights below. The unbroken shaft of daylight is a space triangle centering the helical stairs.

The clatter and ado, the smells of fresh paint and glue of the construction process have been resounded by the moving MG&E staff. A sweeping move schedule has been prepared by the utility company to facilitate a complete change of operation. Administrative, engineering and public service departments will pack up files and unpack desks to move present furniture and modular office systems to GOF. Very few new furniture items are being moved to the new offices. The large lower three levels also provide space for an engineering research laboratory and a sheet metal fabricating department.

GOF, the main building and the two historic models that flank it, serve a multitude of MG&E needs, first, consolidating a growing company's sprawl, second, providing an energy conscious energy company with a paragon HVAC component design, a secure and conservative envelope, walls insulated to a value of R22, and a micro-processor-based automation program which features variable speed fan controls, variable flow pumping, night setback with an optional warm up cycle, duty cycling of fans, optimal heat pump operation and SOC boiler staging. Enlargement of the program can be made with software additions and minor hardware changes.

Estimates propose that the energy considerations given the building will net 3375 million BTU per year in reduced consumption compared to a HVAC array using a gas fired boiler and electric centrifugal water chiller. Payback, defined by projected energy costs, will be 27.9 years for the ice maker heat pump and exchange systems, the solar collectors and building automation system.

At an initial cost of $65,000, the collectors represent a considerable investment in alternative energy. According to Dick Lawrence, MG&E Vice President for Public Relations, the relatively small utility company has contributed $386,000 to non-profit organization interested in applying solar technology in the Madison area since 1980. MG&E is also 17.8% owner of the Kewaunee Nuclear Generating Station near Green Bay, augmenting its Madison plant production.

Fourteen analyses, eight alternatives and six combinations, were assembled for an economic evaluation of system/energy source options. Everything from the component system employed to an electric heat pump utilizing waste heat from the nearby power plant were considered. The heat pump, heat reclaim, solar and automation system might have come less expensive or with a faster payback packaged another way, but at the MG&E building, it is evident that a demonstration of mainline technology, appropriate design and a thoughtful consideration of the future of energy use by the energy producer begins with the two, black collector banks and the passive gain windows shaded below banding, the south face of the GOF tower.

Structural and mechanical engineering was provided by Arnold and O'Sheridan, Inc., Madison. Goulet Rigby and Associates, Ltd., of Milwaukee was responsible for the electrical design. The construction contractors were Grunau Company, plumbing; Kilgust Mechanical, HVAC; Staff Electric; Northwest Elevator Company, controls and automation by Honeywell Inc., and general construction, J.H. Findorf.

Photos by Jim Potter, AIA

# Interior Design Feature

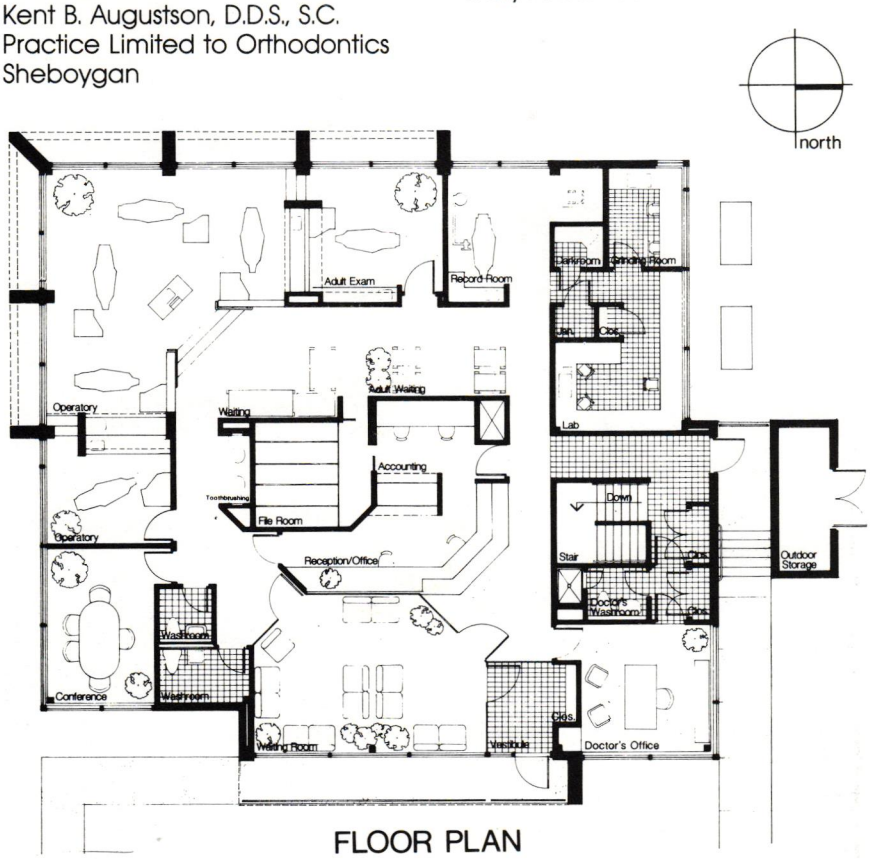
**Firm's Name:**
Plukett Keymar Reginato (PKR) Architects
& PKR Interior Consultants
6830 W. Villard Ave.
Milwaukee, WI 53218

**Job Name:**
Kent B. Augustson, D.D.S., S.C.
Practice Limited to Orthodontics
Sheboygan

**Project Architect:**
David J. Rajsich

**Project Designer:**
John C. Fox

**Project Interior Designer:**
Shuly Alexander




FLOOR PLAN

The building is an accurate reflection of the Doctor's tastes and propensity for order and cleanliness. And to the extent that is possible, the building helps make a visit to the orthodontist a pleasant one.

The reception, administration and file area is designed as a core creating a circular patient circulation system. The smooth flow for patients and staff have vastly improved efficiency from the linear, single loaded organization of their former office. The circulation "corridor" widens and narrows to create zones and separations. The walls and counters of the core are finished in dark plastic laminate to make it read as an entity, while the walls opposite are finished in neutral off-white "acousticord" for acoustics and to differentiate from the core. The walls also create continuous gallery space for the Doctor's expanding art collection. The ceiling of the waiting and circulation space is a dark bronze colored metal linear ceiling system to further define that zone. The perimeter rooms are bright and airy activity areas. Each enjoys large window areas and an outward orientation. The operatory has a high semi-vaulted ceiling inflecting toward the outside. High fenestration wash the curved ceiling with natural light and provide a soft luminous light at the working plane and throughout the space. Artificial lighting in this area is indirect. High intensity adjustable task lights hang above the chairs and are adjusted by controls mounted on the chairs.

The color scheme was kept subdued and quiet, repeating the neutral tones of the exterior and utilizing traditional deep colors to provide a timelessness. Both the building and interior were designed as a unified whole. A careful sense of balance was sought. While the exterior forms are bold and contemporary, the color is subtle and the building's relationship to its site and landscape is refined. Likewise, the interiors are simple and direct and the effect is subtle, business-like and quiet. Still, in this atmosphere the building has facilitated a marked increase in the Doctor's efficiency and he has been able to increase his daily patient load.

Plankinton Arcade

# OLD ELEGANCE RESTORED... TO A NEW CLASSIC

The Grand Avenue , Milwaukee
Architect: ELS Design Group

Skylight structures from Super Sky provide natural sunlight and charm for your "promenade through Milwaukee."

The Grand Court

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SUPER SKY PRODUCTS, INC.
Jim Smith
SMITH & SMITH, INC.
7123 Caldwell Road
Waterford, Wisconsin 53185
(414) 662-3583

SUPER SKY

Super Sky...single source responsibility from preliminary design through final installation.

# On The Boards

**ARCHITECT:**
Helmut Ajango • Architect
Fort Atkinson

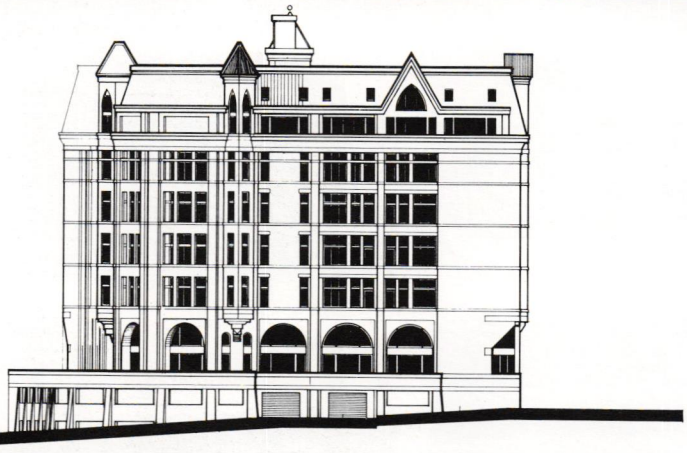
**PROJECT:**
Water Tower Place
Semi-Earth Sheltered Office Building
5700 Monona Drive
Madison, WI

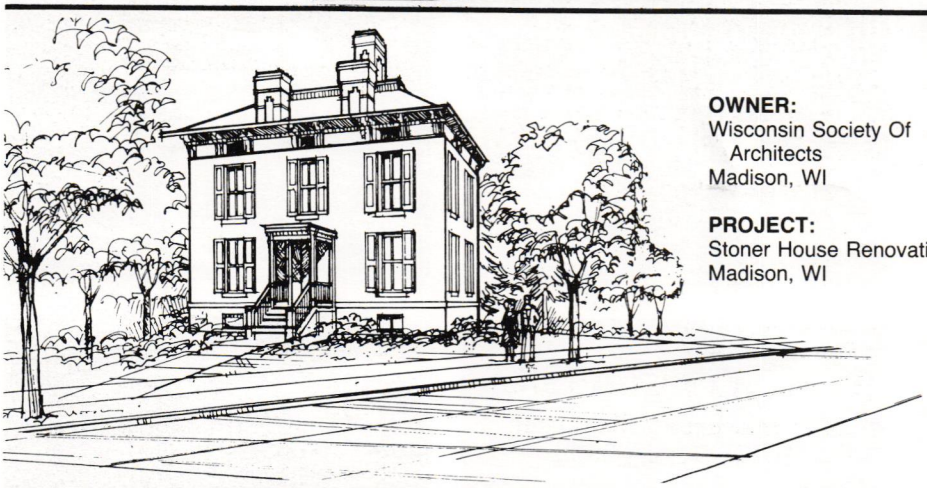
A semi-earth sheltered four level office building with central atrium. The sloping site faces south and is adjacent to an existing municipal water tower, resulting with a design that protects the water tower and makes use of the southern exposure. Flynn-Baker Inc. Investment Services is the Owner. Ground is to be broken in March 1983.

**ARCHITECT:**
Jud Knoll
Madison, WI

**PROJECT:**
Hamilton Point Condominiums
Madison, WI

Fifty-four unit condominium project proposed for area vacated by the move of the Stoner House. Owner of parcel will give the Stoner House to WSA if WSA can raise appropriate financing to cover costs of moving and renovating Stoner House.





**OWNER:**
Wisconsin Society Of Architects
Madison, WI

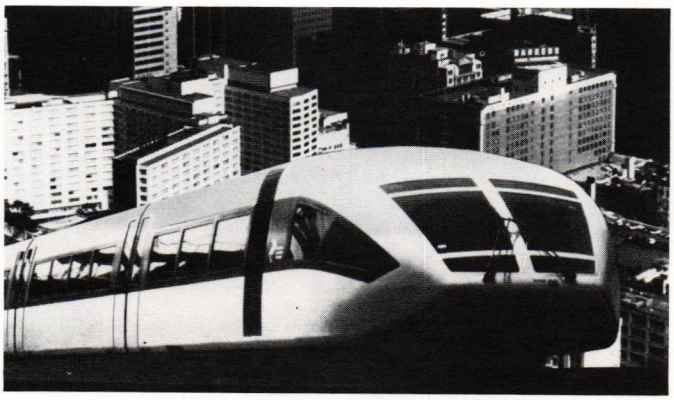
**PROJECT:**
Stoner House Renovation
Madison, WI

WSA proposes to move 400 ton sandstone building 100 feet and undertake extensive exterior and interior renovation for use as permanent office building. Landmark building built in 1850-55 and listed on the National Register. Funding assistance provided through CDBG local option funding. Building located two blocks from State Capitol.

**CONSULTANT:**
The Budd Company
Troy, MI

**PROJECT:**
Maglev System
Milwaukee to Chicago

A 250-mile-per-hour magnetic levitation system between downtown Milwaukee and Chicago could be a reality by 1991 — in time for the 1992 Chicago World's Fair, according to U.S. Representative Henry S. Reuss (D-Wis.).



In announcing the findings of a $40,000 feasibility study conducted by The Budd Company of Troy, Michigan, Reuss said that the proposed 79-mile "Maglev" skytrain could make the Milwaukee to Chicago trip in about 32 minutes. It would make intermediate stops at: Milwaukee's Mitchell Field Airport; Sturtevant, for nearby Racine/Kenosha passengers; and Gurnee, Illinois, to serve northeastern Illinois.

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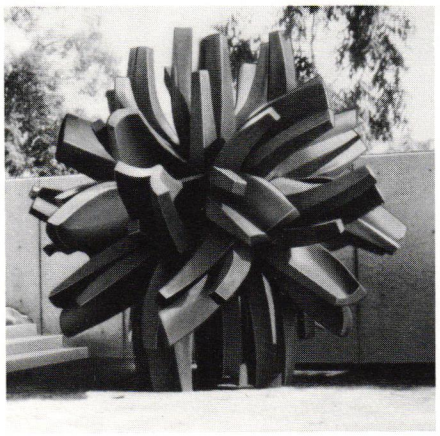
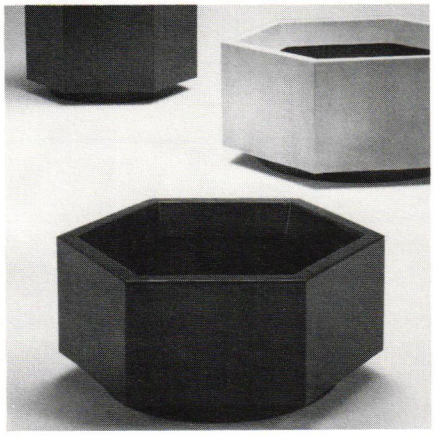
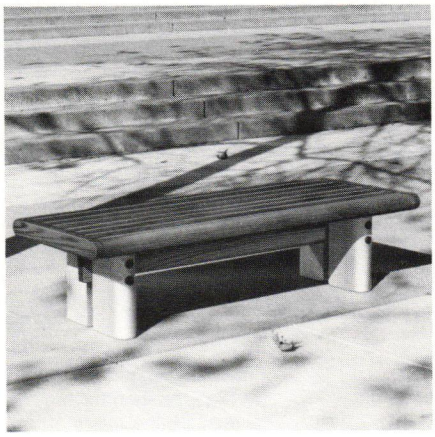

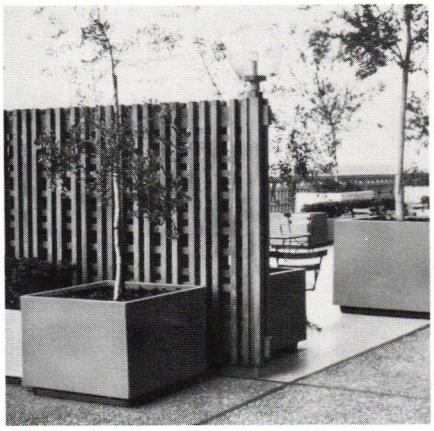
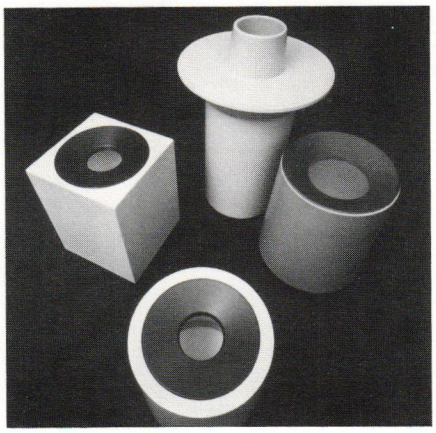

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# Society News

## "ARCHITECT" — A TERM OF ART

Did you hear the one about the guy who was offering "architectural services" and wasn't a registered architect?

The WSA did. In fact, in followup to information provided to the WSA office the WSA filed a complaint with the Wisconsin Department of Regulation and Licensing alleging that several unlicensed individuals using the term "architect", "architectural services", "architectural design", or any derivation of the term architect were in fact providing an unlicensed and illegal service.

The Department of Regulation and Licensing unloaded both barrels of its staff investigators and attorneys on these complaints. To make a long story short . . . in both instances the individuals have discontinued such activities and have agreed to discontinue to use any variation of the term "architect" unless they are registered or have a registered individual on their staff.

The term "architect" means that the individual providing the services is registered. If you are aware of situations in which unlicensed persons are using the term "architect", or any variation thereof, in describing their service, a complaint should be filed with the Department of Regulation and Licensing. For more information contact Eric at the WSA office.

## COMPENSATION MANAGEMENT: A GUIDELINE FOR SMALL FIRMS

This book represents an effort by the AIA to address the concerns of small firms about the seemingly formidable and imposing concept of cost-based compensation. To reduce the misteaque of this methodology, the book provides shortcuts and abbreviated examples of how compensation can be determined and alternative courses of action for evaluating and re-evaluating the fee proposal to the perspective client.

The book also discusses the differences between cost-base compensation and value-based compensation, recognizing that the nature of the services offered to the client can have a significant impact on the feasibility of the project itself. The book should serve many functions: a primer, a checklist, a negotiation tool and an effective method of negotiating an equitable fee.

A copy of this book is available through the WSA library (just call the WSA office and we will send it to you to use) or can be ordered by calling the WSA (AIA Catalog number: 2M737 — members $12, non-members $15).

## PRO FILE

The 1983 edition of PRO FILE: THE OFFICIAL DIRECTORY OF THE AMERICAN INSTITUTE OF ARCHITECTS will be available in early March. The 1983 Pro File will contain an alphabetized listing of the entire AIA membership as well as a complete listing of some 12,000 firms. The price for AIA members is $77.50 and for non-members is $86.00. To order this document (catalogue number 4M310-SO) contact Karen or Sandra at the WSA office.

## MEMBERSHIP ACTIONS

SCHULTZ, ROBERT JAMES, was approved for Associate Membership in the Northwest Wisconsin Chapter. He is a transfer from Minneapolis, Minnesota Chapter.

## THE FOUNTAIN OF INFORMATION

Steam rising from water at its boiling point (212 degrees) has a pressure equal to the atmosphere (14.7 lbs. to the square inch).

# VER HALEN

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## PEOPLE AND PLACES

BERNERS SCHOBER ASSOCIATES is the new name of BERNERS SCHOBER KILP. Their address and phone numbers remain unchanged.

JAMES E. LARSON, Architect has relocated his office and staff to their new facilities in the Brooklyn Office Center at 600 South Main Street, Oshkosh, WI 54901. The phone number is (414) 233-8442.

REED DESIGN have moved and they have also changed their name to REED DESIGN ASSOCIATES. Their new address is 1900 University Avenue, Madison, WI 53705. Their new phone number is (608) 238-1900. They invite visitors to see their new facility.

SAMPLE AND POTTER, INC. have reorganized and their new name is Potter Design Group, Inc. Ross T. Potter, AIA remains a principal with the firm. The address remains 735 Jenifer Street, Madison, WI 53703. Their phone number is also the same and it is (608) 238-3002.

GRAPHICS GROUP, a subsidiary of the LaCrosse architectural firm of Myklebust Associates, has received first place awards from the Advertising Club of LaCrosse in their annual awards program. The award presented recognized "creative talent in the production of print advertising".

## DON'T DRINK AND LEAN

Brian Larson, AIA, notes a true story which reflects a glimmer of light at the end of the tunnel. The Colorado Supreme Court recently determined that a husband could not sue the architect of Denver's downtown Hilton Hotel after his inebriated wife "leaned" against the window and fell to her death from the building's 15th floor. I. M. Pei and Partners breathed a sigh of relief when the Colorado Supreme Court upheld the Colorado ten year Statute of Limitations. The inebriated woman fell through a glass window in her hotel room . . . but the building had been substantially completed 19 years **prior** to her Swan Dive.

You don't have to move to Colorado to be part of this good news. Wisconsin currently has a six year statute of limitations which runs from the time of substantial completion.

Thanks for the good news Brian.

## FEES FOR UNBUILT PROJECTS

A North Carolina court has upheld a $65,000 verdict for an architectural firm that prepared plans for a project that was never built.

The architect sued the owner claiming that the owner had orally agreed to pay the architect even if the project didn't go ahead. After protracted litigation and a trip to the North Carolina supreme court . . . the architect won.

There is an easier way. Use the AIA contracts . . . they don't condition payment for professional services on the project being built.

## COMPETITION

The design of an Environmental Awareness building for the Wisconsin Department of Natural Resources and Department of Administration will be undertaken via a design competition. Registration materials will be sent to all Wisconsin registered architects on or about April 4, 1983. A jury of experts recognized by the architectural design community will select the winning entries. First place is the architectural design contract for the project. If for some reason the project does not proceed, the first place award will be $6,000.00. Second place . . . $4,000.00. Third place . . . $3,000.00. Fourth through tenth places . . . Certificates of Merit.

All architectural firms registered in the state of Wisconsin with principle offices in Wisconsin are eligible. If you have not received registration materials by April 15, contact the WSA office.

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257-8477 — Madison
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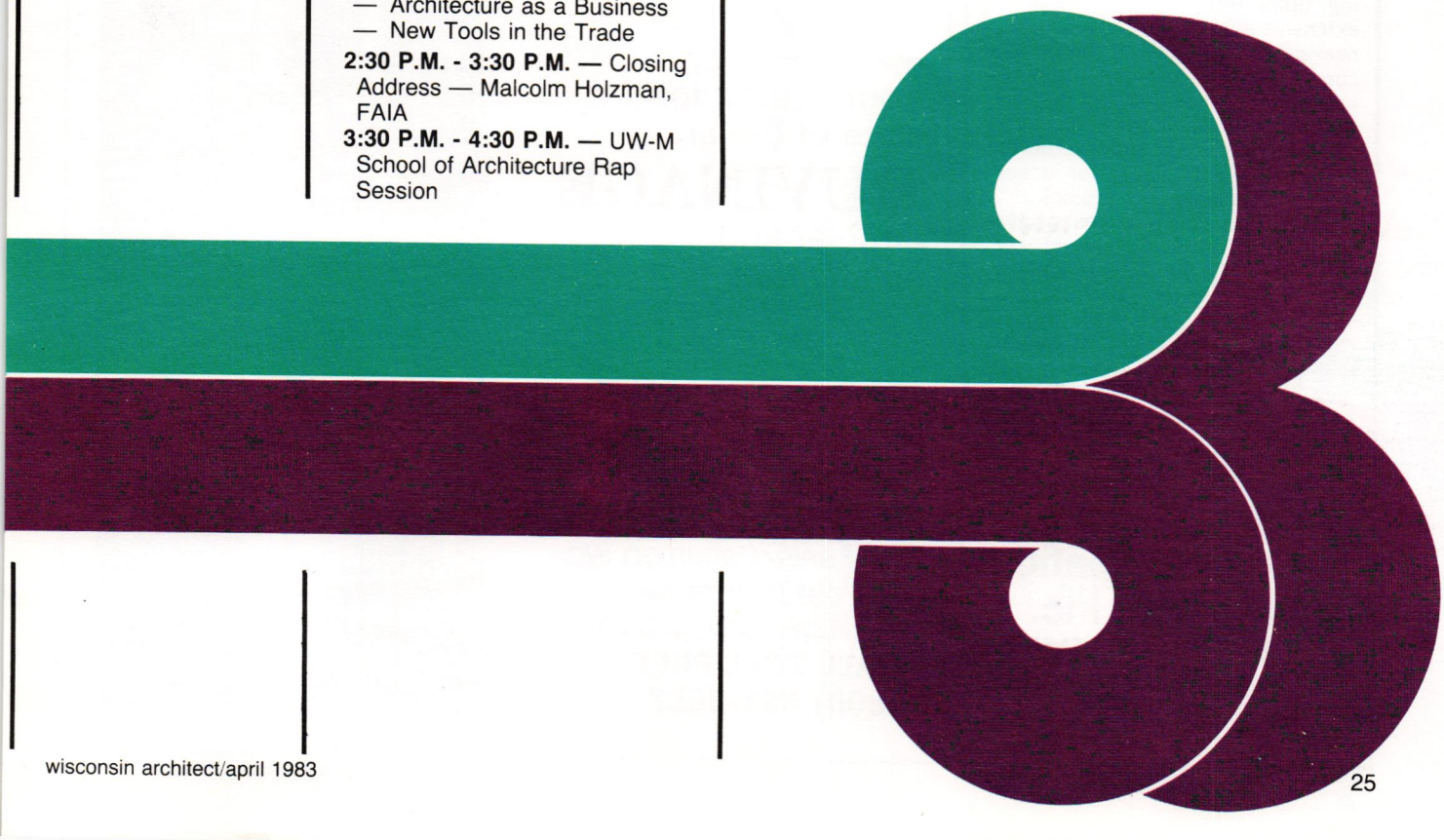
**ISSUES IN ARCHITECTURE:**

**A DESIGN CONFERENCE**

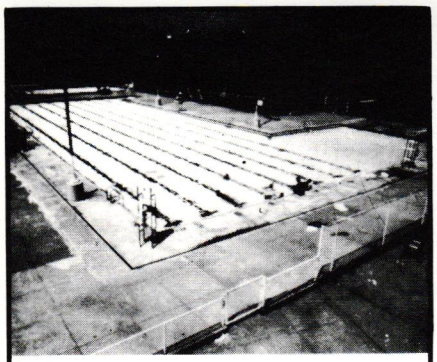
**APRIL 27, 28, 29, 1983**

**AMERICANA LAKE GENEVA, WISCONSIN**

| | CONVENTION SCHEDULE | SPECIAL EVENTS | SPOUSES PROGRAM |
|---|---|---|---|
| **WEDNESDAY, APRIL 27** | **11:00 A.M.** — Registration Opens<br>**11:00 A.M. - 11:45 A.M.** — Wisconsin Architects Foundation Reception and Meeting<br>**11:45 A.M. - 1:55 P.M.** — WSA Lunch and Annual Meeting<br>**2:00 P.M. - 3:30 P.M.** — Keynote Speaker — Jaquelin Taylor Robertson, FAIA<br>**3:30 P.M. - 7:30 P.M.** — Exhibits Open — Construction Industry Reception<br>**7:30 P.M. - 9:30 P.M.** — Honor Awards Banquet — Robert Broshar, FAIA, Speaker | **11:00 A.M. - 11:45 A.M.** — Wisconsin Architects Foundation Reception and Annual Meeting<br>**11:45 A.M. - 1:55 P.M.** — WSA Annual Meeting and Lunch<br>**2:30 P.M. - 3:30 P.M.** — Exhibitor Meeting and Discussion<br>**3:30 P.M. - 7:30 P.M.** — Exhibits Open — Construction Industry Reception<br>**7:30 P.M. - 9:30 P.M.** — Honor Awards Banquet — Robert Broshar, FAIA | **2:00 P.M. - 3:30 P.M.** — Aerobic Exercises |
| **THURSDAY, APRIL 28, 1983** | **9:00 A.M. - 10:30 A.M.** — Seminar — Sarah Harkness, FAIA<br>**10:30 A.M. - 11:30 A.M.** — Discussion Groups<br>Past Architecture and the Present<br>Solar in the City<br>Solar Energy: Tracking<br>**11:30 A.M. - 1:30 P.M.** — Exhibits Open — Walking Lunch<br>**1:30 P.M. - 3:00 P.M.** — Seminar — Robert Campbell<br>**3:00 P.M. - 4:00 P.M.** — Discussion (Repeat From Morning)<br>**4:00 P.M. - 5:30 P.M.** — Exhibits Open | **7:30 A.M.** — Fun Run<br>**8:00 A.M. - 9:00 A.M.** — WISCONSIN ARCHITECT Magazine Town Meeting<br>**11:30 A.M. - 1:30 P.M.** — Exhibits Open — Walking Lunch<br>**4:00 P.M. - 5:30 P.M.** — Exhibits Open<br>**5:30 P.M. - 7:30 P.M.** — Progressive Architecture Cocktail Party<br>**7:30 P.M. - 8:00 P.M.** — Ms. Pac Man Tournament<br>**8:00 P.M. - ??** — Dinner/Show | **10:00 A.M. - 2:00 P.M.** — Antiquing In Richmond, Richmond, Wisconsin |
| **FRIDAY, APRIL 29, 1983** | **9:00 A.M. - 10:15 A.M.** — Seminar — David A. Wolfberg, AIA<br>**10:15 A.M. - 11:30 A.M.** — Seminar — Hervin A. R. Romney, AIA<br>**11:30 A.M. - 1:30 P.M.** — Exhibits Open — Walking Lunch<br>**1:30 P.M. - 2:30 P.M.** — Discussion<br>— Architecture as a Business<br>— New Tools in the Trade<br>**2:30 P.M. - 3:30 P.M.** — Closing Address — Malcolm Holzman, FAIA<br>**3:30 P.M. - 4:30 P.M.** — UW-M School of Architecture Rap Session | **11:30 A.M. - 1:30 P.M.** — Exhibits Open — Walking Lunch | **10:15 A.M. - 11:30 A.M.** — Is Your Money Working As Hard As You Are? |



GRAPHICS: HOLLIE SCHICK, ASID



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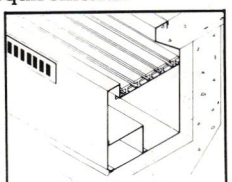

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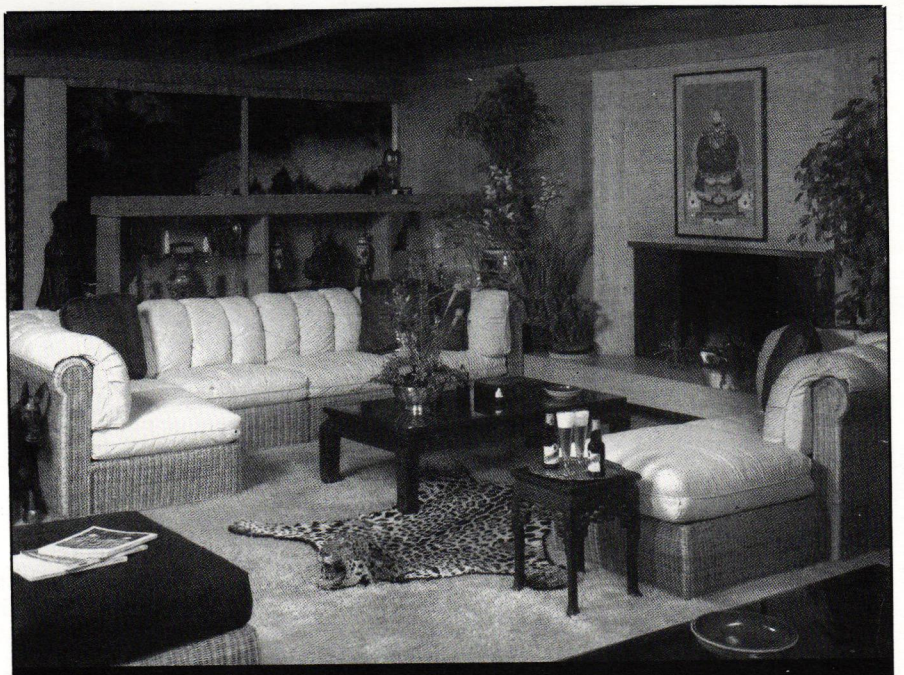

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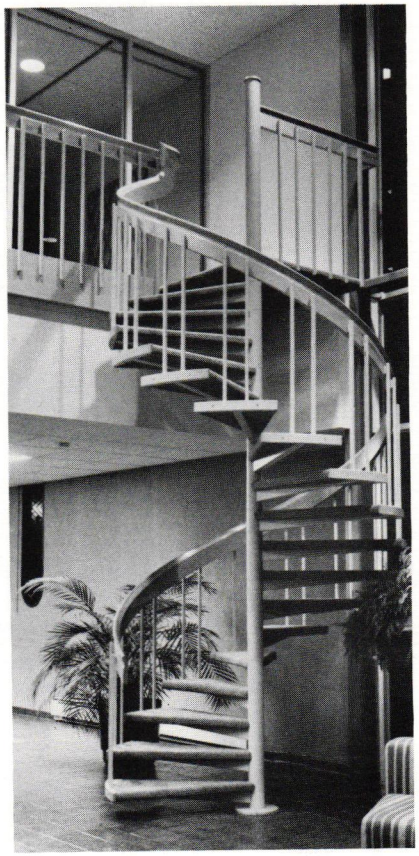

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